IN THE CLAIMS

Please amend the claims as follows. Claims 1-30 are currently pending in the application. Claims 1-20 were originally presented and have not been amended. Claims 21-30 are newly added claims. Applicants request examination of all claims currently pending in the application.

Claim 1. (Previously Presented) A method of processing a coupon of a first party, the first party having a first system, the method comprising:

offering, by a second system of a second party, an item online for sale at a sales price amount;

associating the coupon of the first party with the item, the coupon having a coupon amount;

receiving, by the second system, an online purchase request from a buyer for the item being offered online;

responding, by the second system, to the online purchase request by collecting from the buyer a purchase amount corresponding to the sales price amount less the coupon amount for the item; and

electronically communicating, by the second system to the first system, an indication regarding the collection from the buyer of the purchase amount.

Claim 2. (Previously Presented) The method of claim 1 further comprising responding, by the first system, to the indication by facilitating payment of a reimbursement amount corresponding to the coupon amount to the first party.

Claim 3. (Previously Presented) The method of claim 2 wherein the facilitating comprises initiating an electronic payment of the reimbursement amount.

Claim 4. (Previously Presented) The method of claim 1 wherein the purchase amount comprises a service charge amount.

Claim 5. (Previously Presented) The method of claim 1 further comprising electronically charging the first party at least the coupon amount.

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Claim 6. (Previously Presented) The method of claim 1 further comprising charging an account of the buyer an amount corresponding to the sales price amount less the coupon amount and crediting the account for an amount corresponding to the coupon amount.

Claim 7. (Previously Presented) The method of claim 6 further comprising electronically paying, by the second party, the coupon amount to the first party.

Claim 8. (Previously Presented) The method of claim 7 wherein the paying is performed directly.

Claim 9. (Previously Presented) The method of claim 1 further comprising establishing an account for the first party for paying an amount corresponding to the coupon amount.

Claim 10. (Previously Presented) The method of claim 1 further comprising delivering, by the first system, the coupon to a browser of the buyer.

Claim 11. (Previously Presented) The method of claim 1 further comprising delivering, by the second system, the coupon to the buyer.

Claim 12. (Previously Presented) The method of claim 11 wherein the coupon comprises one of a plurality of coupons delivered.

Claim 13. (Previously Presented) The method of claim 11 wherein the delivering is performed via email.

Claim 14. (Previously Presented) A method of processing a promotion, the method comprising:

offering, by a sales system of a first party, an item online for sale at a sales price amount;

associating a promotion with the item, the promotion having a promotion amount;

receiving an online purchase request from a buyer for the item;

responding, by the sales system, to the online purchase request by collecting from the buyer a purchase amount corresponding to the sales price amount less the promotion amount; and

facilitating payment, by a promotion system, of a reimbursement amount corresponding to the promotion amount to the first party.

Claim 15. (Previously Presented) The method of claim 14 wherein the promotion comprises a rebate.

Claim 16. (Previously Presented) The method of claim 14 wherein the promotion comprises a coupon.

Claim 17. (Previously Presented) The method of claim 14 wherein the purchase amount comprises the sales price amount less the promotion amount.

Claim 18. (Previously Presented) The method of claim 17 wherein the purchase amount further comprises a service charge amount.

Claim 19. (Previously Presented) The method of claim 14 further comprising responding, by the sales system, to the online purchase request by communicating an indication regarding the collection of the purchase amount to the promotion system.

Claim 20. (Previously Presented) The method of claim 19 wherein the promotion comprises a coupon.

Claim 21. (New) A method of processing an electronic coupon, the method comprising:

offering, by a first party, an item for online sale having an initial price, the first party being associated with a first system;

offering, by a second party, a coupon redeemable for a coupon amount, the second party being associated with a second system;

receiving, by the first system, an online purchase request from a buyer for the item being offered for online sale;

electronically associating the coupon offered by the second party with the item offered by the first party, whereby the coupon amount is deducted from the initial price of the item.

Claim 22. (New) The method according to claim 21 further comprising electronically collecting from the buyer a purchase amount corresponding to the initial price of the item less the coupon amount for the item.

Claim 23. (New) The method according to claim 21 further comprising electronically communicating, by the first system to the second system, an indication regarding collection from the buyer of the purchase amount.

Claim 24. (New) The method of claim 21 further comprising responding, by the second system, to the indication by facilitating payment of a reimbursement amount corresponding to the coupon amount to the first party, wherein the facilitating comprises initiating an electronic payment of the reimbursement amount.

Claim 25. (New) The method of claim 21 further comprising charging an account of the buyer an amount corresponding to the initial price and crediting the account for an amount corresponding to the coupon amount.

Claim 26. (New) The method of claim 21 further comprising delivering the electronic coupon to a browser of the buyer by one of the first system, the second system, and a third party system.

Claim 27. (New) A method of processing an electronic price reduction, the method comprising:
offering, by a sales system of a first party, an item online for sale at an initial price;
associating the electronic price reduction with the item; and
receiving an online purchase request from a buyer for the item.

Claim 28. (New) The method according to claim 27 further comprising responding, by the sales system, to the online purchase request by collecting from the buyer a purchase amount corresponding to the initial price less the electronic price reduction.

Claim 29. (New) The method according to claim 28 further comprising facilitating payment of a reimbursement amount corresponding to the electronic price reduction amount to the first party.

Claim 30. (New) The method of claim 28 wherein the electronic price reduction is being offered by a second party.

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Claim 31. (New) The method of claim 27 further comprising responding, by the sales system, to the online purchase request by communicating an indication regarding the collection of the purchase amount to a system of a second party.

Claim 32. (New) The method of claim 27 wherein the electronic price reduction is being offered by a second party.